



Access to specialist knowledge

Mentoring Support

Leadership and Capability Development



Mentoring



Accessing expertise through Mentoring can be an effective way to accelerate business growth, ensure success and lead to higher productivity and growth.

What is mentoring?

Mentoring is a relationship in which a person is supported through a learning or developmental journey. It's about reflecting, encouraging and supporting you as a business owner through consistent support, guidance and practical help.

What can a mentor do for you?

A mentor is someone who will encourage and support you to make the most of yourself and your business.

A business/enterprise mentor is normally someone who has a great deal of entrepreneurial business experience and who acts as a trusted confidante over a flexible period of time.

Although the final decisions are always in your hands, a mentor can be invaluable in guiding you to identify the support you need, consider your options and get new information.

As a mentor, their role is to be a trusted confidante, helping you to make informed choices.

Mentoring scheme

The Invest NI Mentoring scheme provides financial support to Invest NI customers to engage a Business Mentor who will work with the business to accelerate growth and to overcome specific barriers.

The Business Mentor will provide expertise, support and challenge. They will assist you to consider your options to make the right decisions for your company.

Support

Up to £4,000 or 49% of eligible costs, whichever is the lesser, over 12 months to engage with an experienced Business Mentor.

You can source your own Mentor or access Invest NI's Service Provider Database.¹

For more information about the scheme please contact your Invest NI Client Executive.

¹Invest NI maintains a database of people who have expressed an interest in performing a Mentoring role for SMEs. These people are not endorsed, vetted or approved by Invest NI, but we can filter the database by sectoral and functional knowledge and provide you with a list of names and contact details of people who may be suitable for the role. Please speak to your Client Executive if you wish to access the database.

Glowmetrics case study

The company

Glowmetrics is a digital analytics agency based in Belfast. The company was established in 2012 and provides a digital analytics consultancy service to help companies manage their digital data better. They produce actionable insights that businesses can use to better power their digital properties and produce more effective and trackable marketing campaigns.

The challenge

In 2015 the company had identified that there was a huge market potential for its service. However it was unsure of the best way forward to maximise its growth opportunities.

Working with their Invest NI Client Executive, the MD realised that she could benefit from bringing in some additional expertise to help develop the company's strategic direction.

The solution and benefits

With financial assistance from Invest NI, the company engaged a Business Mentor with the following results:

- ✓ Improved operational processes including financial management systems.
- ✓ Prioritised export markets and opportunities.
- ✓ Exports now account for 95% of sales.
- ✓ Improved billing efficiency.
- ✓ Improved turnover and profitability.
- ✓ Became an Authorised Google Analytics Partner.

'The Invest NI Mentoring scheme allowed us to engage with a mentor of our choice who was best suited to our business needs. Our mentor was an excellent source of support in helping us identify operational gaps in the business and develop a plan to try and solve them. He has helped us implement a way of thinking that keeps profitability, efficiency and customer satisfaction top of mind in order to help us grow.'

Joanne Kearney
MD, Glowmetrics

Hear how Glowmetrics has benefitted from taking part in Invest NI's Mentoring scheme.



If you require this leaflet in an alternative format (including Braille, audio disk, large print or minority languages to meet the needs of those whose first language is not English) then please contact:

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